

Phillip Morris Promotional Fulfillment
Coupon Basic Data Sheet and UPC Code Order Form

Use this form to provide the basic information about a program which will include coupons as well as to request UPC Code assignment and art. Send this form to the PM Promotional Fulfillment Assistant, 120 Park Avenue - 8th Floor, New York, New York 10017. Telephone (212) 878-2326 with questions. All information must be provided before a UPC code will be issued.

Today's Date: 10 / 3 / 94 UPC Size %: 80 UPC CODE: _____
 Prepared By: Giuseppe D'Alessandro Ext: 2838 OVERNIGHT DELIVERY ☒ YES ☐ NO
 Send UPC To: Connie Bulanda Address: LBCO, 19th floor
 Name: _____ City/State/Zip: _____
 Company Name: LBCO

Brand Program Information: This Information is **REQUIRED** before a UPC will be issued.

Brand: Virginia Series Program: Competitive Menthol-Direct POS # 84786
 Program Description: direct mail to competitive menthol smokers
 (Please Be Specific)

Audience Reached: ☒ Offensive ☐ Defensive ☐ Both Timing: ☐ Yearly ☐ Quarterly ☐ Holiday ☐ Other ☐ Winter ☐ Spring ☐ Summer ☐ Fall Capture Names?: ☐ Yes ☐ No OCR CODED? ☐ Yes ☐ No

Coupon Distribution Information: This Information is **REQUIRED** before a UPC will be issued.

Distribution Date: 3 / 15 / 95 Expiration Date: 6 / 30 / 95 Estimated Redemption Rate: 13
 Total Circulation: 463,000 Max. Redemp. Cost/Coupon: \$ _____

Will Coupons Be Distributed: ☒ Nationally ☐ Regionally (see back) ☐ Specific Markets (see back) ☐ On a Test Basis
Areas of Distribution Will the distribution include military? ☐ Yes ☒ No

Method of Distribution (check only one per UPC):

☐ Magazine On Page (001) ☐ ROP/Newsp. Co-op (008) ☐ Hand Distribution (012) ☐ ON-Pack-Own Product (018)
☐ Magazine Tip-In (002) ☐ Sunday Supp.-Single (007) ☐ Retailer Coupon (013) ☐ Immediately Redeemable (020)
☐ Magazine Special Unit (003) ☐ Sunday Supp.-Co-op (008) ☒ Direct Mail - Solo (014) ☐ All Other: _____ (025)
☐ Control Circ. Magazine (004) ☐ FSI Inserts - Solo (010) ☒ Direct Mail - Co-op (015) Please Explain
☐ ROP/Newsp. Single (005) ☐ FSI Inserts - Co-op (011) ☐ In-Pack-Own Product (016)

Offer Information: This Information is **REQUIRED** before a UPC will be issued.

Face Value: \$ _____ Terms of Offer: B2G1F
 (Describe completely)

Discount Offered: _____ %
 (% of Face Value/Purchase Price)

or Check One Below

☐ B1G1F ☐ B2G 50¢ Off ☐ \$1.00 Off Carton ☐ \$2.50 Off Carton ☐ Other - Provide Details Above
☒ B2G1F ☐ B3G 50¢ Off ☐ \$1.50 Off Carton ☐ \$3.00 Off Carton
☐ B3G1F ☐ Free Pack ☐ \$2.00 Off Carton ☐ Checker Intervention

Distribution break by PM Region:

Distribution break by Market

PM Region	# of Coupons Released (000)	Market	# of Coupons Released (000)	Market	# of Coupons Released (000)	Market	# of Coupon Released (00)
1	_____	_____	_____	_____	_____	_____	_____
2	_____	_____	_____	_____	_____	_____	_____
3	_____	_____	_____	_____	_____	_____	_____
4	_____	_____	_____	_____	_____	_____	_____
5	_____	_____	_____	_____	_____	_____	_____
Total	_____	_____	_____	_____	_____	_____	_____

For Promotional Fulfillment Use Only

UPC CODER ASSIGNED: 41116 D4308
 Date Assigned: 10 / 31 / 94 Assigned By: Quia Mondella-Dontauw

AFTER UPC CODE ASSIGNMENT DISTRIBUTE COPIES OF FORM AS FOLLOWS:

One Copy to Preparer One Copy to PM Promotional Fulfillment One Copy to PM Finance
 One Copy to Media One Copy to Promotional Services Center One Copy to USA

#4003
 PM USA/REV 3/93

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